NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

2020 IMPAIRED DRIVING
LABOR DAY MEDIA WORK PLAN

July 15, 2020

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Executive Summary

The Labor Day holiday marks both the end of summer for many Americans as well as a predictable increase in impaired driving fatalities. NHTSA supports the impaired driving national mobilization with a national high visibility enforcement (HVE) campaign as well as a national paid media advertising campaign targeted at 21-to-34-year-old men – those most likely to be involved in fatal alcohol- and drug-impaired driving crashes – to educate them on the consequences and risks of impaired driving.

The Labor Day impaired driving national paid media campaign strategy is to deploy a multichannel campaign using a mix of television, radio, digital, out-of-home and social media outlets to deliver the impaired driving message. Based on the short duration of increased enforcement that the campaign message is aligned with, the 3-week flight will aim for broad reach and a high frequency to drive message penetration.

Overall, the media plan will be video centric with a goal of high video completion rates. In addition to light linear TV coverage on a few networks, a connected TV/over-the-top (CTV/OTT) effort will be included through providers such as Hulu. Programming will focus on target audience passion points, including sports news, music and entertainment.

The digital plan will build off of the base created by the traditional portion of the media plan with:

- ▶ Connected Television (CTV), Over-the-Top (OTT) and Online Video (OLV)
- ▶ Programmatic Display
- ▶ Premium Publisher Direct Sites
- ▶ High-Impact Units

Paid social will be a key part of the plan for all audience segments due to its high reach potential to young men in the target audiences and its high advertising message relevance.

Terrestrial radio will be used due to its very high reach to the target audience and its heavy in-vehicle use. Terrestrial radio will be supported by audio streaming through partners such as Pandora and Spotify and also through the use of podcasts targeted to the young male demographic.

State Level Campaign Extension Opportunities
States can consider local investment above and beyond the national plan to build additional reach and frequency during the flight.

The national television weight will be light and run primarily on cable network programming. The state-level plans can build off this base by including broadcast television programming that efficiently reaches the target audience, including cable if penetration is sufficient and geo-targeting any problem areas.

The national radio plan may run in the 50 GRPs/week range. Radio will be used for its strength via in-vehicle usage, efficiency, and therefore, its ability to build frequency. States can consider local radio buys that offer the opportunity for local on-air talent to lend their voice and social network to further enhance the message.

Digital is used so heavily by this audience that a digital effort should be a major part of the state-level plans. This can include the use of publisher direct efforts outside of those sites on the national plan, online video, CTV/OTT, audio streaming, podcasts and display.

Social media also plays a very important role in the life of the male 21-34-year-old target audience and is recommended for state-level plans.

Media Strategy

The 2020 media plan will seek to maximize flexibility by using a variety of media platforms for the Labor Day campaign. The primary media strategy is building frequency over the short flight with radio and digital, while building reach with television.

Digital and paid social vehicles build off the base created by the television and radio portions of the media plan by extending reach and building additional frequency through their ability to engage the target audience with the impaired driving message.

Campaigns

There are three independent messages and sets of creative assets to promote during the impaired driving high visibility enforcement Labor Day campaign:

- ▶ Drive Sober or Get Pulled Over (alcohol)
- ▶ If You Feel Different You Drive Different. Drive High Get a DUI. (marijuana)
- ▶ Ride Sober or Get Pulled Over (alcohol/motorcycle focused)

Assets

FIGURE 1: Campaign asset table

Campaign	Asset	Where It Will Run
Drive Sober - English	No Big Deal	TV, Digital, Radio
Drive Sober - English	No Big Deal 360	Digital
Ride Sober - English	Motorcycle Man in the Mirror	TV, Digital
Feel Different – English	Feel Different	TV, Digital
Feel Different - English	Spotted: Driving High	Digital
Feel Different – English	It's Not Okay	Radio
Drive Sober – Spanish	The Meeting (El Encuentro)	TV, Digital
Drive Sober – Spanish	Do the Right Thing (Haz lo Correcto)	Radio
Feel Different – Spanish	Portrait of a Choice (Testimonio)	TV, Digital, Radio

Advertising Period
Wednesday, August 19th – Sunday, August 23rd
Wednesday, August 26th – Sunday, August 30th
Wednesday, September 2nd – Monday (Labor Day), September 7th

The national plan runs on a Wednesday – Sunday flight pattern, but Monday and Tuesday will be used selectively to take advantage of high-value opportunities (i.e., WWE Raw on Monday night), however nothing will run before Wednesday August 19th.

FIGURE 2: Campaign Calendar

Su	M	Tu	W	Th	F	Sa
August						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
September						
		1	2	3	4	5
6	7					

*Dates highlighted in blue indicate planned flight pattern for the campaign.

Target Audience
Audience breakdown by campaign message:

▶ **Drive Sober or Get Pulled Over**
  - Primary: 21- to 34-year-old males - English
  - Secondary: 21- to 34-year-old males - Hispanic

▶ **If You Feel Different, You Drive Different. Drive High Get a DUI.**
  - Primary: 21- to 34-year-old males - English
  - Secondary: 21- to 34-year-old males - Hispanic

▶ **Ride Sober or Get Pulled Over**
  - Mid-Life Motorcyclists: 40-64-year-old male motorcycle riders

Media Budget

The total $10.02 million budget and messaging will be broken out as detailed below:

FIGURE 3: Labor Day Campaign Budget Allocation

Market	Allocation
Total Media Budget	**$10.02MM**
General market*	79%
Spanish*	15%
Motorcycle	6%

*The alcohol/drug-impaired message rotation will be 65/35 for the General Market and Spanish audiences.
There is no drug-impaired message for the motorcycle audience.

Media Selection

A multi-platform approach is imperative in today's fragmented media environment. Due to the short campaign duration, media selection must be restricted to those mediums that quickly generate their total reach potential and do not have continued exposure after the campaign end date. The Labor Day impaired driving campaign considers the mediums below – each discussed in more detail in the sections that follow. Mediums are evaluated based on their total reach potential and ability to generate that reach potential in a short time period. For reference, a glossary of terms has been included at the end of this document to expand on the terms outlined below.

Television
- Connected TV (CTV)/Over-the-Top (OTT)/TV Everywhere (TVE)
- Linear

Out-of-Home
- In-Stadium television visible signage

Radio
- Terrestrial
- Streaming
- Podcasts

Digital/Social
- Publisher direct
  - Video
  - Display
  - Audio/podcasts
- Programmatic/trade desk
  - Online video
  - Streaming audio
  - Display
- Paid social

A Note on Generations

The 18- to 34-year-old target audience is now comprised of two generational cohorts of Americans that demographers use to study behavior – Gen Z (18-23 years old) and Millennials (24-34 years old). While generational cutoffs are not an exact science, they provide a useful tool to analyze changes in views over time and how different formative experiences (world events and shifts in technology, economic conditions, and social perspectives) impact attitudes. Different researchers use slightly different generational definitions in their work; however, in general, we will consider Millennials to be those born between 1981 and 1996 and Gen Z to be those born between 1997 and 2012 as defined by the Pew Research Center in the exhibit below.

FIGURE 4: The Generations Defined
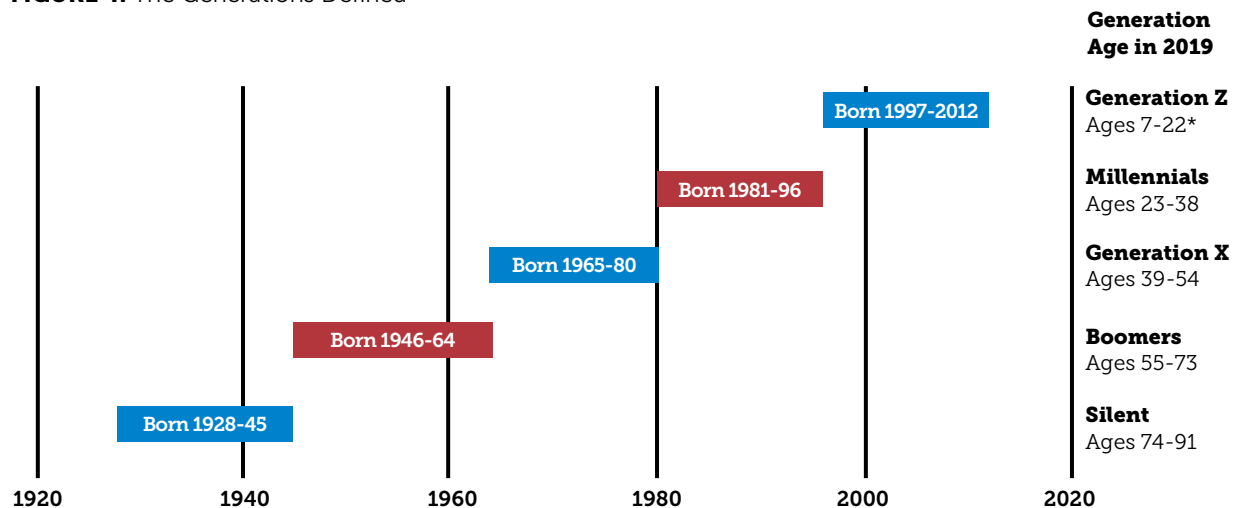
*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.
**Source:** *Pew Research Center*

Media tactics to reach these two groups will include the same vehicles in the plan, but there are some nuanced differences.

▶ Millennials watch online videos 2.4 hours per day, whereas Gen Z watches online videos 3.4 hours per day.

▶ Millennials and Gen Z log on to social media over 2 ½ hours per day.
- Millennials heavier with Facebook.
- Gen Z heavier with Instagram.

▶ YouTube is a source for videos for Millennials and Gen Z, but Gen Z's use of YouTube has increased 59% since 2018.

▶ Millennials will pay attention to content longer than Gen Z so long form and short form executions should be used to reach both groups.

▶ Media consumption will be evaluated on the younger half of the target audience (Gen Z) and the older half (Millennials) to determine if the media mix can remain the same for both groups.

Television

According to the Nielsen Total Audience Report for Q2 2019, (see following page) the 18-34-year-old group's share of time spent with live and time-shifted television is 21%, second only to accessing the web/apps on a Smartphone.

**FIGURE 5:** Share of Daily Time Spent by Platform %
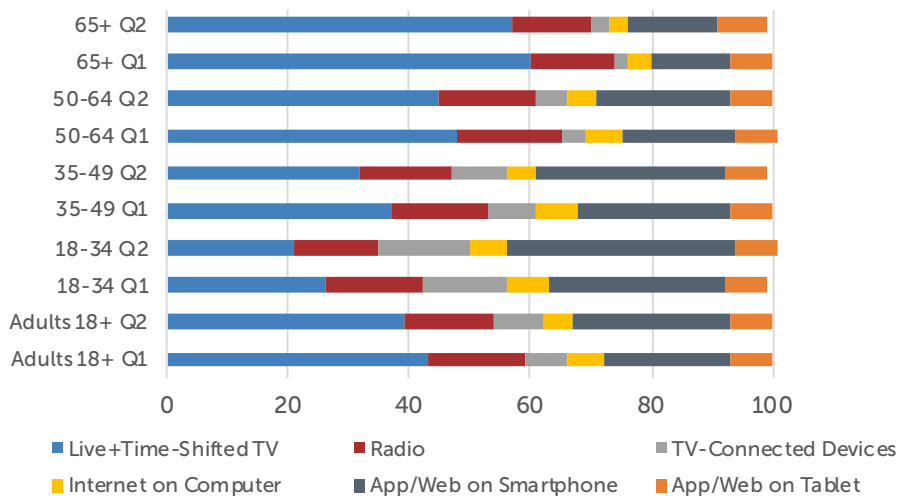
Source: *Nielsen Total Audience Report Q2 2019*

Although cord-cutting continues, especially among Millennials, a combination of linear and CTV/OTT are necessary to reach the target audience.

Linear television viewing time-spent among the 18-34-year-old demographic group is about 13 hours per week. The majority of this time is spent during the primetime hours. There has been a move to CTV/OTT by this target group, but at the time this research was conducted the time spent with CTV/OTT was less than with linear television.

FIGURE 6: Traditional TV vs. TV-Connected Device Usage in Q3 2018
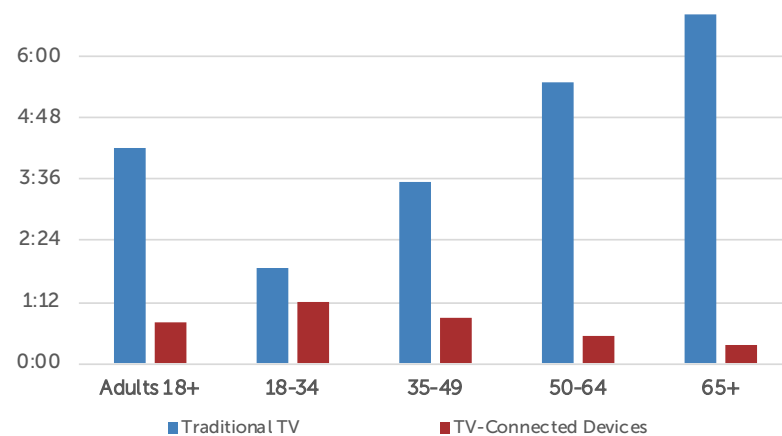
Source: *Nielsen*

Connected TV/ Over-the-Top (CTV/OTT)

Connected TV is in roughly 70% of all US households – double what it was 5 years ago. As more people turn to on-demand viewing and cancelling their cable subscriptions, this is becoming an increasingly important part of our media plan.

Linear OTT is the next advancement in television viewing, delivering the ability to stream live TV via an internet broadband connection. Linear OTT services are comprised of content apps, such as those from content creators including HBO, CBS, NBC and other cable networks, and Virtual Multichannel Video Programming Distributors (vMVPDs).

vMVPDs provide access to on-demand and live content delivered over the internet. vMVPDs offer consumers curated packages of apps (a.k.a. "skinny bundles") at a lower cost than most cable packages. Some of the bigger players include Sling TV, Direct TVNow, and Hulu.

In addition to its popularity, the primary advantages of CTV/OTT are its ability to increase reach off the base achieved with linear television and its superior targeting ability. Much of the content watched via a connected television occurs during the higher-viewing primetime hours where a linear television plan alone would miss these viewers.

When looking at the reach potential to men 21-34 by key dayparts of linear TV vs streaming video services the reach advantage enjoyed by linear television is clear, however, this advantage is waning.

FIGURE 7: Linear TV Daypart Reach vs. Streaming Video
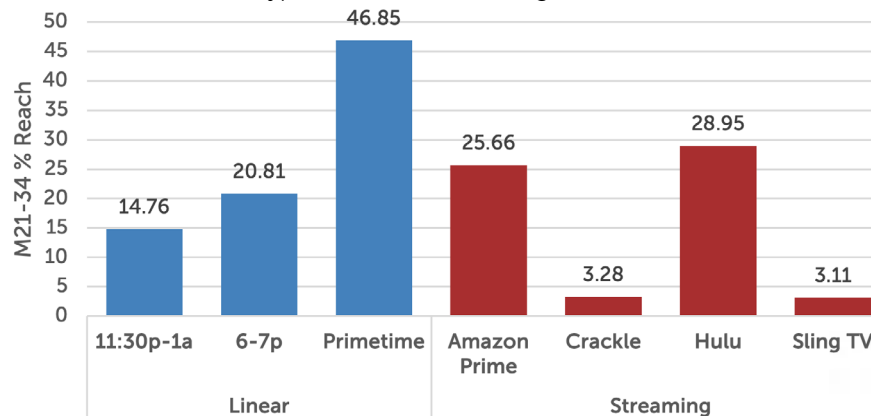
Source: *2019 GfK MRI Doublebase*

Subscription services offer video-on-demand content from various sources (including originally produced content) as well as live TV from traditional networks. Netflix was the pioneer in the streaming services field and maintains an ad-free, subscription-only model. A number of services are initially following suit, but others offer opportunities for advertising placements in select content.

FIGURE 8: Video on Demand (VoD)/Virtual Multichannel Video Programming Distributor (vMPVD) Advertising Opportunities

Service	Advertising	Content
Netflix	No	Licensed shows, movies, originals
Amazon Prime	Yes, for original content, live sports	Licensed content, originals, Thursday Night NFL
Hulu	Ads on less expensive plans	Live and on-demand content
CBS All Access	Ads on less expensive plans	Live CBS channels and content
HBO Now	No	HBO content
Fubo TV	Yes, for original content, live sports	Focus on live sports
Sling	Yes	Live TV
PlutoTV	Yes	Live content. Some on-demand
TubiTV	Yes	Live content. Some on-demand
YouTube TV	Yes, on live TV & video on demand (VOD)	Live and on-demand content

Overall, online video ad views grew 46% year-over-year, driven in large part by CTV (up 110% year-over-year). Based on a FreeWheel Video Marketplace Q3 2019 report, CTV accounted for 56% of all online video ad views with a trend toward live programming.

FIGURE 9: Ad View Composition and Growth by Device
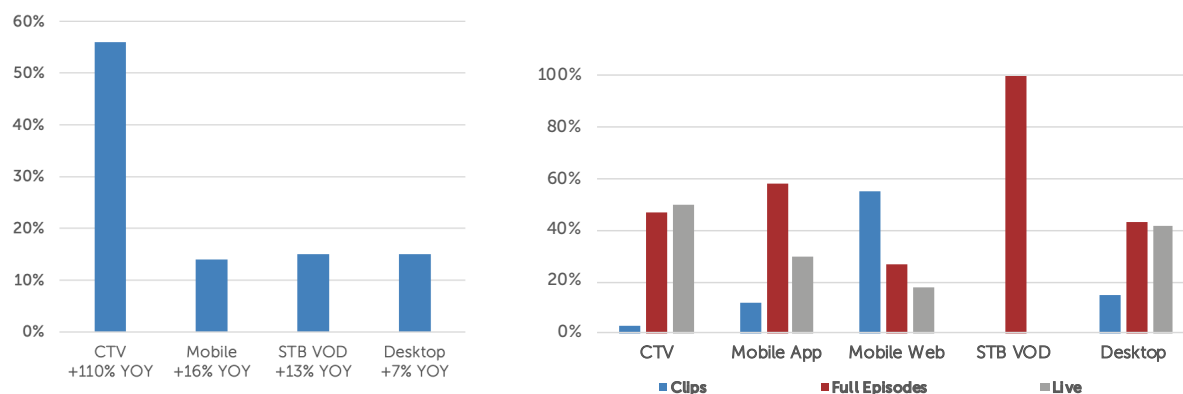
Source: *FreeWheel Video Marketplace Report Q3 2019*

Linear Television – Motorcycle Riders

The impaired riding campaign targeted to 40-64-year-old motorcyclists will rely on television to deliver this message. The chart below looks at the reach potential of Quintiles I & II (highest usage quintiles) for the video delivery mediums of television and digital for our motorcycle target audience. Linear television has a heavy reach advantage with this audience and there is a large drop off for heavy internet video consumption.

FIGURE 10: Mid-Life Motorcyclist – Quintiles I & II Potential Reach
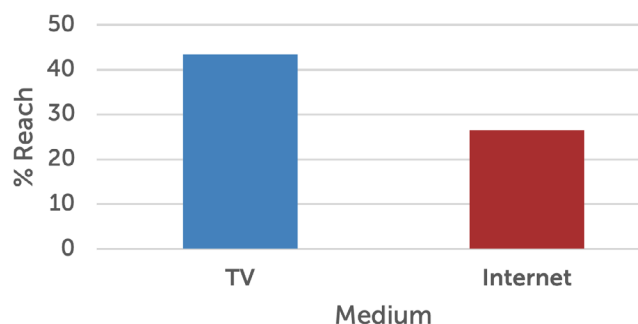
Source: *2019 GfK MRI Doublebase*

Figure 11 clearly shows that the Discovery Channel and History Channel networks provide excellent reach potential for this target audience, as does ESPN. Below details the reach and composition index of several networks indicating the need for an audience targeting method of buying to extend the reach against this audience segment by using several networks. Select programming on the Discovery and History networks will be considered for the buy due to the high reach potential of several programs on these networks.

FIGURE 11: Mid-Life Motorcyclist Programming by Network

Network	Program	% Reach	Comp Index
Discovery Channel	Fast N' Loud	14.9	367
ESPN	Sports Center	22.2	174
Food Network	Diners, Drive-Ins & Dives	13.18	113
History Channel	American Pickers	26.3	221
HGTV	Property Brothers	10.67	92
The Weather Channel	Weather Center Live	15.71	150

Source: *2019 GfK MRI Doublebase*

Out-of-Home

The plan will consider MLB in-stadium signage should the league begin play in July.

In-Stadium Television Visible Signage

In 2019, the Labor Day media plan included MLB behind home plate signage that ran with the majority of MLB teams over the flight. This tactic performed very well and delivered at 103% of what was planned. With MLB's reach among men 21-34 (20.8%) and the potential for pent-up demand for sports, this tactic will be explored again for the 2020 campaign. Figure 12 shows an example of the television visible signage from 2019.

FIGURE 12: In Stadium Example from 2019 Drive Sober or Get Pulled Over Campaign
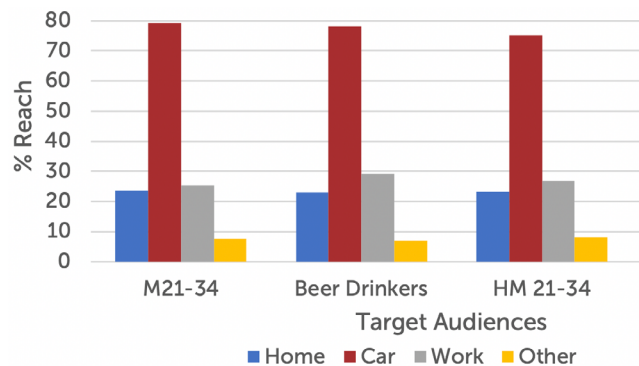
Radio

Terrestrial Radio

Terrestrial radio will be considered in the plan for its high reach and heavy in-vehicle listening.

FIGURE 13: Where the Target Audience Listens to the Radio

Source: *2019 GfK MRI Doublebase*

Hispanic Radio

Spanish language radio usage is still high amongst HM21-34 and will help build reach during the Labor Day campaign. Terrestrial radio along with streaming will be included in the plan. For the terrestrial radio media plan, Spanish language radio networks such as Spanish Broadcasting Stations (SBS), Univision radio and Entravision will be considered and evaluated as well as others.

FIGURE 14: Top Radio Stations Among Hispanics

#	Station, market	Format	Owner	Weekly Cume Persons	Average Listeners	Time Spent Listening
1	WSKQ-FM, New York	Spanish Tropical	SBS	1,633,100	45,200	3:15
2	KISS-FM, Los Angeles	Pop Contemporary Hit Radio	IHM	1,618,900	20,100	1:30
3	KLVE-FM, Los Angeles	Spanish Contemporary	UNI	1,615,000	38,700	3:00
4	KOST-FM, Los Angeles	Adult Contemporary	IHM	1,604,200	23,700	1:45
5	KRTH-FM, Los Angeles	Classic Hits	ENT	1,575,700	24,200	2:00
6	KBIG-FM, Los Angeles	Hot Adult Contemporary	IHM	1,384,000	17,700	1:30
7	KPWR-FM, Los Angeles	Rhythmic Contemporary Hit Radio	MMH	1,326,800	18,700	1:45
8	KXOL-FM, Los Angeles	Spanish Contemporary	SBS	1,277,700	24,700	2:30
9	KRRLL-FM, Los Angeles	Urban Contemporary	IHM	1,237,400	16,800	1:30
10	WPAT-FM, New York	Spanish Contemporary	SBS	1,204,700	33,600	3:45

Streaming Audio

In addition to the high reach provided by terrestrial radio there is also significant reach by audio streaming services such as Pandora and Spotify. Though the increases from the terrestrial plan will be minimal due to the high reach provided by AM/FM radio, using audio streaming in connection with terrestrial radio will reach the target audience on all preferred methods of listening. Streaming audio will also be targeted to in-vehicle use.

FIGURE 15: Reach Potential of Audio Streaming Services
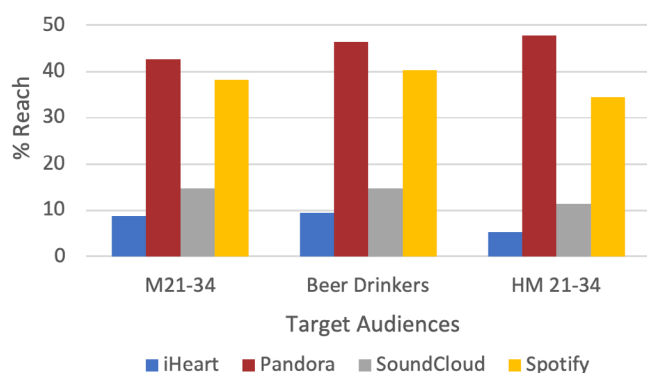
**Source:** *2019 GfK MRI Doublebase*

Hispanic Streaming

Pandora, Soundcloud and Spotify are the largest streaming music providers reaching the U.S. Hispanic audiences. When combined with terrestrial radio these platforms provide an incremental reach and frequency that reaches the Hispanic audience – both Spanish dominant and bilingual – through a multi-format approach.

As per the ComScore 2020 graph below, for the target demographic of Hispanic male Millennials ages 21-34:

▶ Pandora reaches 3MM monthly unique visitors reaching 47% of this demographic who are online

▶ SoundCloud reaches 2.7MM monthly unique visitors reaching 43% of this demographic who are online

▶ Spotify reaches 3.5MM monthly unique visitors reaching 55% of this demographic who are online

**FIGURE 16:** Monthly unique visitors for Hispanic Males 21-34
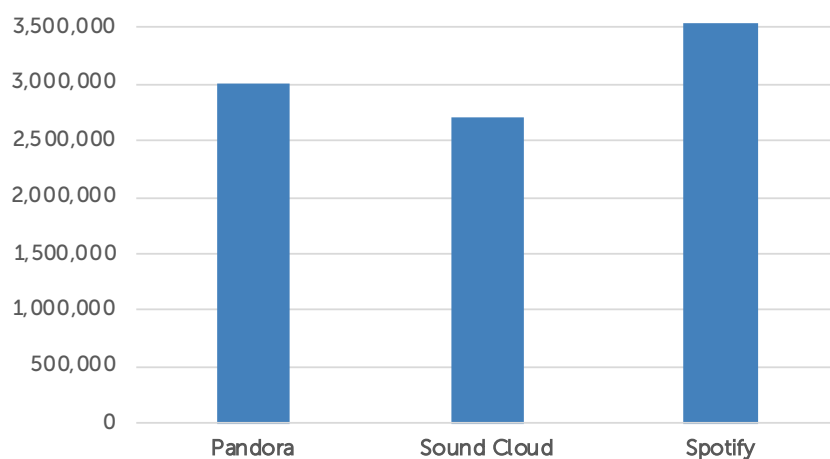
Source: *comScore Media Metrix, Feb 2020*

Podcasts

Podcasts continue to increase in popularity. The percentage of people 12+ who listened to a podcast in 2008 was 9%. In 2019 that number increased to 32%.

Podcast usage skews somewhat male and to the 18-34-year-old age group according to the 2019 Edison Research Survey on podcast usage.
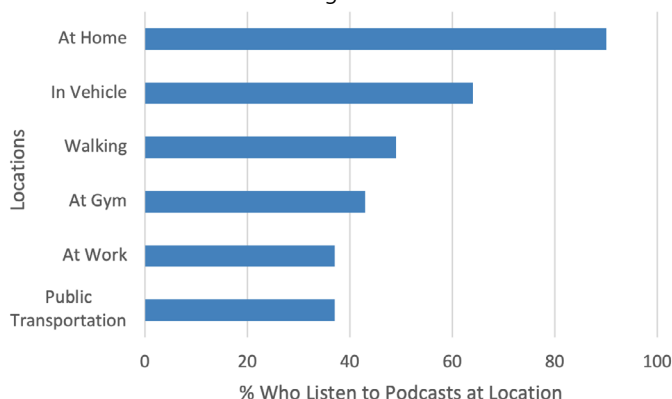
FIGURE 17: Composition of Podcast Users by Age and Gender
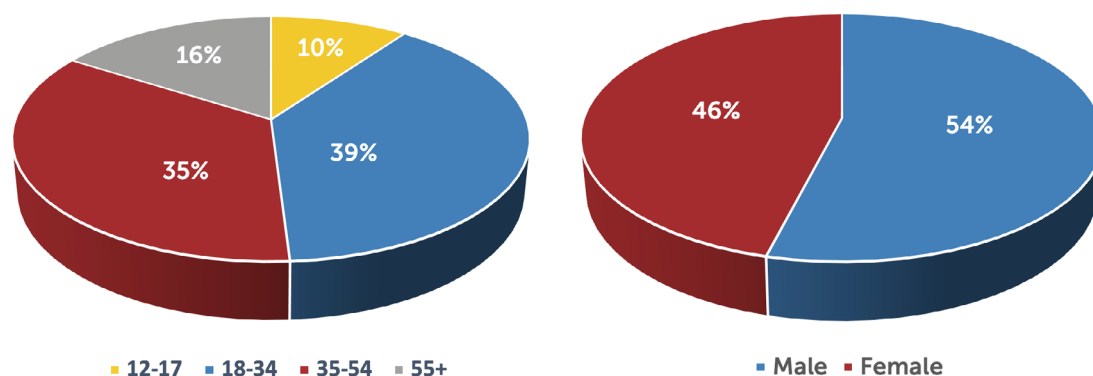
Source: *Edison Research Survey 2019*

The Edison Research also confirms that most podcasts are listened to at home, but in-vehicle listening also represents a significant percentage of podcast listenership locations.

FIGURE 18: Podcast Listening Locations


Source: *Edison Research Survey 2019*

Digital

Digital is an effective medium to supplement the TV, radio and out-of-home plans because it is a primary platform to reach our target audience and it fills in the attention gaps when people shift their focus away from TV, radio and out-of-home channels.

The digital media plan will include programmatic video, display and social media tactics. As video is a brand's most powerful storytelling tool and has proven to be successful during previous campaigns, the majority of the digital buy will be executed as video placements. The campaign will also use display assets to generate mass reach and a large number of clicks to the destination URL at a lower cost-per-thousand (CPM) than other vehicles.

For Millennials and Gen Z, streaming video services are the most common entertainment service subscription, with 88% and 80% respectively reporting subscribing to at least one streaming video service as detailed in the exhibit below.

FIGURE 19: US Consumers' Entertainment Service Subscriptions
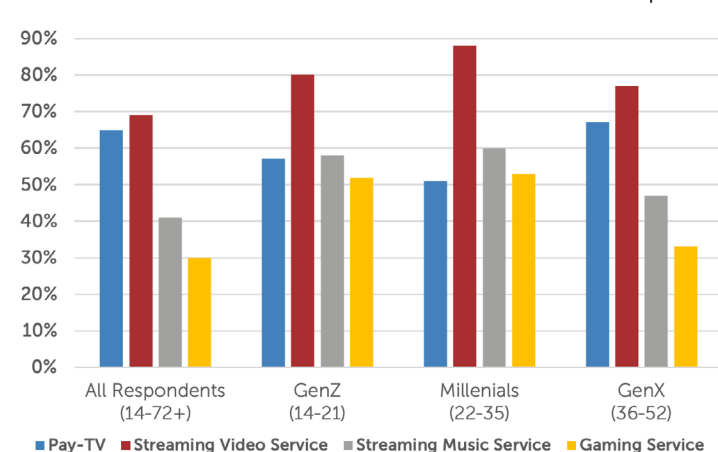
Source: *Deloitte*

Placements will be executed both on a premium publisher direct basis as well as programmatically to utilize on and offline data for audience targeting. For publisher direct placements NHTSA will include partners that provide content indexing high with the target audience. To motivate the target audience to learn more about the consequences associated with driving impaired, high impact attention grabbing units like takeovers and roadblocks will be used to launch the campaign in addition to video and display creative executions.

Proposed Digital Tactics
- ▶ Second screen content/commercial sync
- ▶ Programmatic video/display
- ▶ Social

Second Screen Content/Commercial Sync
According to eMarketer, more than 65M US adults aged 18-34 use TV and the Internet simultaneously, presenting a need for marketers to incorporate a multi-platform approach to reach audiences who are regularly dividing attention between televisions, computers and mobile devices. Digital commercial sync and second screen content tactics extend viewing from traditional TV sets simultaneously onto user digital devices. Utilizing this advanced technology, NHTSA can bridge the gap between traditional and digital, reinforcing messaging with video and display ads sent across second or third screens in the same household.

Digital commercial sync and second screen content are executed via technology embedded into manufacturer TV sets with the capabilities to recognize any content that appears on the screen including linear TV, OTT, movies, gaming consoles and both live and delayed viewing with devices such as a DVR. The embedded device has the ability to both listen and see visuals of the exact programming on TV sets down to fractions of a second. Each TV set can be identified by a household IP address. Top indexing programming for the target audience will be identified prior to campaign start, enabling commercial sync technology to recognize the moment a user is exposed to such programming (such as ESPN, Adult Swim or Sports), and then serving a video or display ad to the smartphone, tablet or computer.

With this tactic, NHTSA will execute two main targeting strategies. The first supports the extension of the linear TV schedules, providing a true cross-screen strategy. Ads will be served to those who have been exposed to a linear spot who then may have reached for a smart phone during a commercial break, supporting the high levels of ad frequency needed for message recall. Additionally, NHTSA will utilize this tactic as a means to capture audiences that have not been exposed to the linear messaging. NHTSA will identify these users in real time as the campaign progresses, boosting exposure levels with additional mobile, tablet and desktop digital video impressions.

Digital Display/Video/Programmatic

To maximize the reach and frequency, and elicit an emotional connection from the target audiences, NHTSA will leverage previous successful activations and introduce new initiatives through a digital strategy combining audience targeting and premium publisher direct across display, video, native and high-impact placements.

The plan identifies and targets the general market and Hispanic (Spanish speaking) audiences through data signals and key data types (demo, behavioral, location and contextual) while emotionally connecting with them through their passion points of sports, music and gaming. Activation primarily focuses on video through pre-roll/in-stream video inventory to distribute the video assets.

Display advertising will include visual assets such as banner ads, video and high-impact rich media. These pieces will be placed to appear on both premium publisher direct sites and on other sites via programmatic buying using audience segmentation data to increase efficiency. Within the overall tactic mix, display provides increased visibility at the highest level of brand awareness. With this tactic, NHTSA will seek to gain mass reach of the target audience while remaining the most cost-efficient digital media source.

Paid Social

Social is one of the key mediums to reach members of the target audience. An ADI Ad Survey from 2018 indicates that Millennials view ads on social sources as the most relevant. Figure 20 details this and, interestingly, indicates linear television is a strong second to social in terms of relevance.
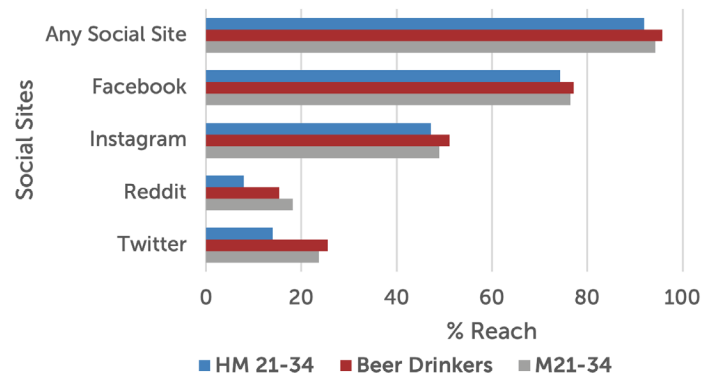
FIGURE 20: Ad Relevance by Medium
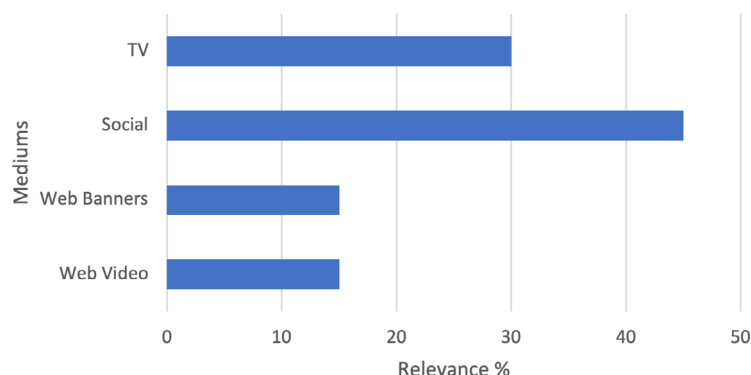
Source: *ADI Ad Survey 2018*

As demonstrated in Figure 21, the top social sites for reaching the various Labor Day target audiences are Facebook, Instagram and Twitter.

FIGURE 21: Social Site Reach Potential by Target

Source: *2019 GfK MRI Doublebase*

Hispanic Paid Social

Hispanic paid social media efforts on the largest social networks among U.S. Hispanics are Facebook (31.7M unique visitors), Instagram (25.6M) and Twitter (22.5M). The primary formats for each network will be in-stream video, Instagram promoted stories and promoted tweets/video.

FIGURE 22: Social Networking Sites Hispanic Composition

#	Property (parent)	Unique Visitors in Millions	Percent Reach	Hispanic Composition	
				Percent	**Index**
1	Facebook and Messenger (Facebook)	31.7	84.4	14.8	103
2	Instagram (Facebook)	25.6	68.2	16.6	115
3	Twitter	22.5	59.8	15.2	106
4	Snapchat (Snap)	20.7	55.1	16.5	115
5	Pinterest	15.4	41.1	14.4	100
6	LinkedIn (Microsoft Corp.)	13.8	36.8	13.5	94
7	Reddit	11.5	30.7	15.1	105
8	Tumblr (Verizon Communications)	4.6	12.2	16.2	113
9	Google Duo (mobile app)(Alphabet)	3.3	8.9	18.1	126
10	TikTok	3.1	8.2	19.0	132
Total internet: All Hispanic Internet Users		**37.6**	**100**	**14.4**	**100**
Social Networking - Social Media		**32.7**	**87.0**	**14.4**	**100**

Source: *Comscore Media Metrix, May 2019*

Facebook/Instagram

Facebook/Instagram continues to be the most widely used social media platform to reach Hispanic affinity segments. There is an opportunity to reach an estimated 31.7M unique visitors. Language-based targeting segments will support tailored campaign messages.

Twitter

For Twitter the principal recommended formats are promoted tweets and videos. Twitter's specific targeting capabilities will facilitate reach among U.S. Hispanics. If sporting events are back for the advertising period timeframe, there is an opportunity to impact people engaged with specific TV shows events before, during, and after a sport telecast (i.e. CopaMx, LMX, etc.) as well as through music and entertainment.

Targeting for General Market & Hispanic Audiences

Broad interests in beer, wine, liquor and marijuana use (as well as key words and follower look-alikes on Twitter) may be layered into the targeting to ensure relevancy.

Paid Media Plan Summary

To effectively reach the impaired driving target audiences, NHTSA will use a multi-platform/multi-touch plan. The target audience has a large number of channel options at their disposal to consume content and receive an advertising message. It is important to build a plan that reaches them through multiple channels to capture their divided attention.

Glossary

Television

Linear TV: Television service where the scheduled program must be watched at a specific time and on a specific television channel.

Programmatic TV: A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

Synched: Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobiles and tablets; display ads; ads seen on social media or search marketing.

Connected TV (CTV): Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular television content.

Over-the-Top (OTT): A device connected to your TV distrusting streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel television and broadcast television platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming console.

TV Everywhere: A feature of broadcast television services that lets users access live and on-demand content via mobile devices as part of their subscription to a paid TV provider. For example, if you have a cable subscription you can download the ESPN Watch APP and watch ESPN programming on your computer, table or phone – everywhere.

vMVPD: Virtual Multichannel Video Programming Distributors aggregate live and on-demand linear television but deliver the content over the internet. vMVPDs offer content owners a path to reach OTT users who have cut the cord or are cord-nevers,

AVOD: Ad-based video on demand (VOD) is a model that is free for users. users are free to log in and stream videos, in return for spending time watching ads. YouTube is the best example of AVOD.

Radio

Terrestrial: Any radio signal that travels along the land, is broadcast from a land based station and is received by land based receivers (AM/FM radio).

Audio Streaming: Delivering real-time audio through a network connection.

Digital

Second Screen: A mobile device used while watching television, especially to access supplementary content or applications.

Programmatic Digital: Automated bidding on advertising inventory in real time, for the opportunity to show an ad to a specific customer within a specific context.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

IP address: An Internet Protocol, or IP, address is a unique numerical label used to identify the household internet connection assigned by the internet service provider.

Overall

Flight: Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

Frequency: The number of times you touch each person with your message.

Audience Targeting: Using data points to target specific segments of the population based on their demographics, interests and behaviors.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.